

The Citrus Industry

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WHAT OF THE "JUNE BLOOM?"

Florida citrus growers are asking themselves what is to be expected from the delayed "June bloom" which followed the beginning of the "rainy season" in the latter part of June. When finally started after many months of excessive drought, the "rainy season" has done its best to make up for the shortage of previous months. These heavy rains, amounting in some instances and some places to actual deluge, have been followed by a heavy "June bloom," one of the heaviest in many years.

Just what this heavy late bloom may mean in merchantable fruit next summer is as yet an unsolved problem. Will the bloom "set"? Will the trees, weakened by the hurricane of last October and still further weakened by the prolonged and excessive drought, be able to hold and mature the fruit? Will the fruit, if it holds, develop into merchantable sizes? These and other questions are being asked by growers, packers and processors over the state. The answers are variable.

Some experienced grove men seem certain that the heavy late bloom will make up for the heavy droppage of fruit from the early bloom due to lack of moisture during the winter and spring months. They believe that the bloom will "set" and that the outlook is for a normal though late maturing crop. Other grove men of equal experience hold to the view that the heavy rains have destroyed much of the bloom and that whatever portion may "set" will fail to develop into merchantable sizes due to the weakened condition of the trees. No one in position to give expert opinion seems willing to go out on a limb with a definite forecast.

The problem is something the future must decide. One thing, however, seems certain — whatever portion of the late bloom may "set" and develop into merchantable fruit, will mean a late maturing crop and a much longer shipping season than that which has just closed.

PAYMENT OF FRUIT FLY DAMAGE AGAIN PROPOSED

Florida citrus growers, after a period of fifteen years, are again advised that efforts

are being made in congress to reimburse them for losses sustained in the eradication campaign for the destruction of the Mediterranean fruit-fly. Congressman Peterson, with the backing of the entire Florida delegation in congress, has introduced a bill providing for such payment. A similar bill will be introduced in the senate by Senator Ellender of Louisiana.

Previous attempts to secure passage of such a measure have failed, although the claims committees of both House and Senate have given approval. Congressman Peterson seems hopeful that more favorable action may be taken on the pending legislation.

It is estimated that some \$10,000,000 would be required to take care of the more than 7,500 claims which have been filed by Florida fruit and vegetable growers for losses sustained through destruction of trees, fruit and vegetable crops. Progress on the proposed legislation will be watched with hopeful interest by Florida growers.

MORE CITRUS BEING PROCESSED

More and more of Florida's citrus fruit production is finding its way into processing plants. Much of the fruit which a few years ago was considered waste and which was dumped in unsightly heaps along the roadsides, is now being made into stock feed, molasses, alcohol, pectin and other products, while each year finds more and more of the crop going to canneries and juice and concentrate plants.

The present year is witnessing a great expansion of processing plants of every kind, scattered throughout the length and breadth of the citrus belt. Some of these plants are of vast magnitude and they have a direct and appreciable effect upon the marketing of the crop. Last year more than fifteen million boxes of grapefruit and fourteen million boxes of Florida oranges went to canneries, juice and concentrate plants. An even greater percentage is expected to find its way to such plants this season.

Waverly Growers Co-Operative lost a valuable leader in the resignation of President John Clark, who will now devote his entire time to his grove and cattle interests.

Look Ahead

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Work in your groves—fertilizing, cultivating, spraying, irrigating—is not just for the present crop, but to keep the groves paying profits for many years to come. The Fall fertilizer application is a good example of “looking ahead,” for tree needs at this season are of greater importance than any other time. Armour's BIG CROP Fertilizer is a wise choice for all applications, because it is made in Florida, especially formulated to suit the soil and crop needs of the state. An Armour Field Representative will gladly call to help solve problems of fertilization and cultivation. This service is yours for the asking. Ask, too, for Armour's BIG CROP Fertilizer—complete, reliable, hard-working—to help Make Every Acre Do Its Best. . . . See your Armour Agent now!

ARMOUR FERTILIZER WORKS

JACKSONVILLE, FLORIDA

Florida Citrus Growers Hope For Insurance Plan

Florida citrus growers are hopeful that crop insurance for citrus fruits may be put into operation on a trial basis by late October or early November.

Dr. Wayne Reitz, citrus economic advisor, has said that Washington authorities will be asked to figure rates for coverage. The Citrus Industries Committee has recommended that a trial program be tested out in Orange, Lake and Polk counties.

After the cost of the insurance has been announced, the plan can be launched as soon as fifty contracts for coverage have been secured in each county. Only growers who have had four to six years production records will be eligible. Dr. Reitz said it will require about six weeks to gather the necessary information to set rates for the trial program. The test would run three years before either being abolished or used on a permanent basis.

This announcement followed a recent conference in Washington between officials of the Federal Crop Insurance Corporation of the War Food Administration and representatives of citrus growers from Florida, Texas, California and Arizona. Citrus representatives attending the meeting in Washington were:

J. Wayne Reitz, economic counsel, United Growers and Shippers Association, J. T. Branham of Tucker & Branham, and John Ford, secretary Florida Farm Bureau Federation, all of Orlando, Fla., W. H. Hughes, assistant manager, Engelman Products Company, of Elsa, Texas; Stanley Crockett, representing the Farm Bureau, of Harlingen, Texas; Neil E. Cook, citrus grower, of R.F.D. 2, Phoenix, Ariz., and Roy McLain, of Visalia, Calif., and Winslow S. Lincoln, of Redlands, Calif., both citrus growers. F. R. Wilcox, of the California Fruit Exchange, Los Angeles, Calif., has attended some of the meetings.

Although the problems involved are in many ways different from those encountered thus far in the insurance of field crops, the FCIC is hopeful of a workable solution.

Wide variations among the conditions under which citrus fruit is grown in the four producing areas—Florida, Texas, Arizona, and

California—constitute one problem. Another is presented by differences in the growing season of different varieties in the same area.

Difference in risk among areas and among varieties must be reviewed closely in order to arrive at rates fair both to growers and to the FMIC. These differences exist

not only between oranges and grapefruit, but also between different varieties of the same fruit, such as Valencia and navel oranges in California, or pink and white grapefruit in Texas.

Insurance of citrus fruit, if a suitable program results from the current conferences, will be offered under the trial insurance provisions of the Federal Crop Insurance Act as amended. Trial programs may be conducted for not more than three additional crops annually, provided the board of directors determines

(Continued on page 11)



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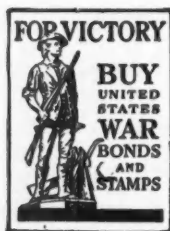
The mechanical perfection of the products manufactured by this company have always been standout features, but even more important has been the fact that we have always insisted upon looking ahead, to the requirements of the citrus industry which we serve anticipating needs which growing production and changing consumer habits are developing constantly.

Not only are our staff of research workers seeking to provide new machinery and new equipment which will more efficiently and more economically handle the actual citrus and vegetable crops of Florida in the packing houses of the state, but we are likewise constantly engaged in the endeavor to make production problems less acute and to provide more effective remedies.

We always welcome the opportunity to discuss growers', packers' and shippers' problems with them, for when we are able to assist in solving those problems we are performing a service to the entire industry and to the state. No matter how large or how small your operations may be you will always find us ready to cooperate with you.

Food Machinery Corporation

Florida Division

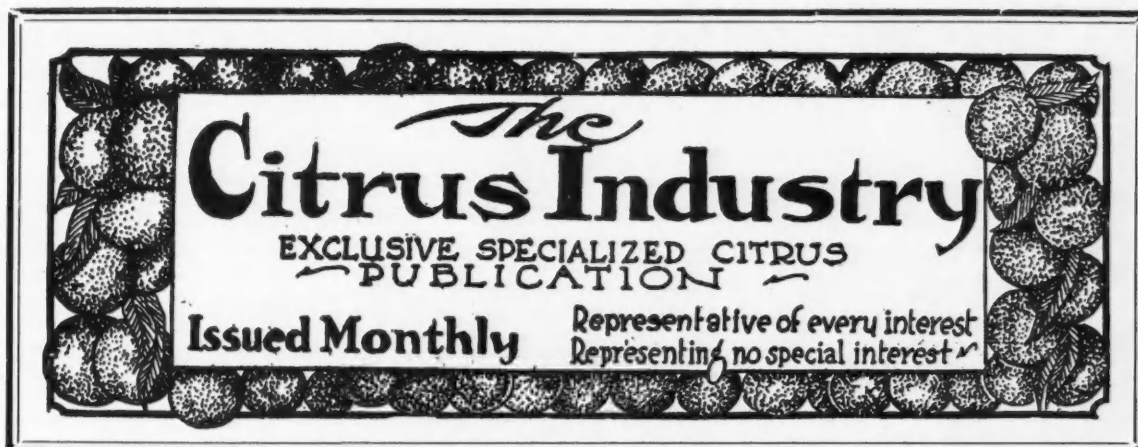


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Unique Method Of Heating Citrus Groves With Wood-Burning Heaters

The firing methods herein described have been successfully used by Mr. Paul M. Grandperrin for several years. Due to proper heating, Mr. Grandperrin's Valencia grove near Mims has survived severe freezes for a number of years with little or no damage. Quick efficient firing, with the least possible labor, is especially desirable at this time of critical labor shortages. If it were necessary, the owner and one or two laborers could fire a ten acre grove during a severe freeze by use of the labor saving process evolved by Mr. Grandperrin. The use of heaters with wood has been proven more efficient than the open fire method, the rate of consumption of fuel is better controlled, and there is much less danger of burning grass or trees. The wood is cut and some of it bundled as described later in the report, during the summer months when more time is available for such activities.

Heaters

The heaters described were made for slightly less than fifty cents excluding the work performed by the grower, before prices advanced as a result of the war. A very light gauge of galvanized sheet metal was used, but a medium or

Rollo H. Dean, Field Meteorologist,
Federal-State Horticultural Protection Service, Lakeland, Fla.

heavy gauge is recommended as the longer life of the medium or heavy gauge heater will more than offset the slight additional cost of material. The following material is required for each heater:

1. One strip of sheet metal, 28"x42" (for heater).
2. One strip of sheet metal, 12"x12" (for cover).
3. One small hinge with two holes in each half.
4. Seven small stove bolts.

The 28"x42" metal is cut about $\frac{1}{2}$ inch on both corners on one side to enlarge the draft. The sheet metal is then rolled so as to provide a "V" shaped opening at the bottom, for the draft. The heater dimensions will be close to 16 inches at the bottom and 12 inches at the top, a sheet of metal 28"x96" will make two heaters and two covers. Holes for the stove bolts are punched so that one bolt is just above the draft, two near the top, and two on the back side to hold the lid on. The lid is cut so that there is enough to bend upwards in the center and at the front to allow

the smoke to escape and to afford some regulation of the draft. The

lid can be made stronger by turning under the corner and edges. A small hinge with two holes in each half is used to attach the cover to the heater. The use of the hinged top saves time when fuel is added to the heater, as the top can be flipped back and replaced by one hand with very little trouble. It is recommended that the sheet metal be cut and rolled and the holes punched by a tinsmith, unless the grower has a good supply of both labor and tools. One heater should be made for each tree. The shape of the heaters are such that they can be stored in a minimum of space during the summer months by placing the bottom end of one over the top of another, etc.

Wood

Pine cordwood cut to 24-inch lengths has been found best adapted to the heater. The wood is split so that three or four pieces will make a bundle 10 or 12 inches in diameter. One cord of wood cut to these measurements will give about 230 pieces and will supply ten heaters for six or seven firings. Three or four bundles 10 or 12 inches in diameter are made for each heater by wiring together with

one strand of wire, three or four pieces of wood cut to 24-inch lengths. Two or three of these bundles with a little kindling inserted between the sticks, are placed in an upright position just north of each heater and the other bundles are placed on top of the loose wood stacked under a nearby tree. Besides the bundled wood, there should be enough loose wood for four or five refills. Brick should be used to keep the wood off the ground to prevent it from rotting. The saving in wood, where the cost is high, will more than pay for the cost of the brick. The wood should be stacked on the southwest side of the tree, where there is sufficient sunshine to keep it dry. Other advantages in having the wood on the southwest side of the tree are that it will be readily available to fire the heater near the next tree to the south, and the person doing the refilling will not have to work in the smoke as it usually will be drifting from him toward the south. When the heaters are first placed in the grove, they should be filled with loose wood and a little kindling, the bundles being saved for the next night, if required. When two or more consecutive nights of firing are required, a great amount of time and labor is saved by merely lifting each heater and placing it over one of the extra wired bundles rather than by carrying loose wood to the heater. A small quantity of kindling is kept handy to be placed in the heater where it can be ignited through the draft hole near the bottom. One filling of the heaters burns from 2½ to 3½ hours.

Torch

Aside from the use of the bundle wood, the torch used by Mr. Grandperrin conserves more time and labor than any device encountered in my travels to various groves in this district or elsewhere. The torch is made from an air pressure hand sprayer, so that a mixture of ¼ gasoline and ¾ kerosene is sprayed into the heater through the draft as a liquid fire, igniting the wood in a mere couple of seconds. An iron or brass pipe to which the spray nozzle is attached at one end and the release trigger at the other, is attached to the hose from the tank. All connections must be air tight. The hose and rod together are long enough to enable one to fire the heaters from a standing position, saving considerable strain on the workers and permitting rapid

firing. The nozzle is so arranged that the liquid itself is sprayed into the heater, being ignited as it passes a small pilot light extending a short distance from the nozzle. The pilot light is made of asbestos and keeps burning long enough to go from one heater to another during the light-



Illustration shows heaters with wood stacked nearby. Much time is saved on each successive night requiring firing, by lifting the heater and placing it over the wood. Having to refill each heater would require considerable time, but the heaters can be placed over the wood quite rapidly. This method of refueling, together with the use of the spray type torch, requires only a small fraction of the time and labor involved in other methods.

ing operation, the asbestos being permeated each time the trigger is actuated to spray the burning liquid into the heater. To help prevent backfiring and to prevent dirt or impurities in the fuel to reach points where such would interfere with the perfect action of the several parts in the fuel line, rolls of screen wire are inserted in the supply pipe near the bottom inside the tank, just where it passes to the outside of the tank, above the trigger, and just above the nozzle. Care should be taken to empty the fuel tank after each use and rinse same thoroughly, using pressure to rinse the hose. Kerosene and gas is highly injurious to rubber. The lid of the tank should never be closed tight after use, as the rub-

ber washer forming a part of the lid soon loses its elasticity when clamped tight and after a short while will be unfit for further use. While the torches described are both safe and efficient as made and used by Mr. Grandperrin, they should not be made or used except by one having experience and ability in making and using such apparatus. It is hoped that in the near future, some manufacturer will produce a torch similar to the one described, as there is no doubt that such a torch saves a great amount of time in getting the fires started. There are pressure torches on the market that throw a dry flame, and these torches might prove to be more efficient than the old style hand torch for lighting fires.

Firing The Grove

Set one heater northwest of each tree, at least four feet from the branches. Place three or four pieces of the loose wood in the heater in an upright position, together with a few pieces of kindling near the draft. Stand two or three bundles of wood near and north of each heater for firing on other nights. Each filling of the heater burns from 2½ to 3½ hours and refilling is not difficult if the wood be stacked in neat piles and the heaters placed as recommended. When two or more consecutive nights of firing are required, operations may be speeded up considerably by merely lifting each heater and placing it over one of the bundles of wood that were left standing nearby. If the better torch described earlier in this report is not available so that one man can light the heaters, they can be fired adequately by using sawdust and/or kindling with the regular torch.

The temperature at a given time, the rate of fall, and the expected minimum temperature together with the approximate time of occurrence of the lowest, will determine the rate of firing. As a rule it is better to begin firing all the heaters in the first few rows on the north, northwest, and west sides of the grove. If further firing be necessary, jump a row and light a full row, jump a row and fire every other heater, etc., increasing the number of heaters fired as required by circumstances until an adequate number are lighted. A good reliable thermometer, in a proper grove shelter, should be placed north of the grove to show the air temperature outside the heated area. Other

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Conserving Time And Effort On The Farm...

For the past four or five years farmers have been concerned with the shortage and high cost of farm labor. Costs are high only because of the inability of available farm laborers to do the job before them. Increased wage rates would not be so important if output per worker had increased proportionately.

Not long ago, industry was faced with a similar problem of unskilled labor and high wages. There was little hope or desire to reduce wage rates. The alternative was to find ways in which labor could increase output per man, not through harder work or longer hours, but by technological progress and simplified methods of work. Industrial engineers stepped in and learned to analyze a job much as a chemist breaks down a compound. Every movement in performing a job was studied and the most economical methods developed. Improvements were continually sought and made.

About two years ago, the Agricultural Experiment Station began studying ways of applying industrial methods to agriculture. Motion and time studies were made of pulling carrots, tying staked tomatoes, and other operations. By pulling carrots with both hands instead of one, as is the common practice, it was found that a worker could pull 47 percent more carrots without working under greater strain. A simplified method of tying tomatoes enables five workers to do the work of six with less motion. The labor for covering celery seedbeds was reduced over 25 percent by a rearrangement of the covers. Most Florida tomatoes are harvested by workers picking with one hand, but workers paid an incentive wage use both hands and pick nearly twice as many tomatoes.

Such studies as these were interesting to the farmer, but many growers still felt that based on their experience they were doing the job either the best or only way it could be done. In speaking of new ideas, the statements, "It won't work; it sounds all right, but it just won't work," and "You'll never be able to make my workers do it that way," were commonly

MAX E. BRUNK
Associate Agricultural Economist
University of Florida
Gainesville, Florida

heard. There may be a little truth in both statements. However, the idea behind work simplification is not to "make workers do it a particular way" but, rather, to show them that they can do the job a simpler, easier way.

Because some growers felt that they were already doing their jobs the easiest, most effective ways, a study was made of 10 successful farmers doing the same job. Each was doing the job the best way he knew how. The job was studied by breaking down each step in the process of getting the job done. The most efficient was using less than half the amount of labor the least efficient was using to do the same job. The others were scattered in between. When the job was broken down into details, the least efficient was doing some of the details more efficiently than anyone else. Likewise the most efficient was very extravagant in the use of labor on some details. What was the net result?

The grower who was already doing the job with the least labor made the greatest improvement. He corrected many of the inefficient details and incorporated many new methods never before tried. Before job analysis was tried he had been one to say, "It can't be done that way." Now he wasn't so sure. Last year he used only 70 percent of the labor he used the year before in doing the same job.

Many farmers do not realize that such jobs as picking tomatoes, picking fruit, weeding seedbeds, and the like are made up of many, many smaller jobs. Every distinct movement in carrying out a task can be considered a job in itself. That's the way industrial engineers look at a job. They break it down and study every movement. That is what enables Henry Kaiser to build ships in a few days. It's not harder work. It's simplified work with the waste eliminated.

Here are some things that have been discovered about hand harvest jobs in general:

1. Arrange the job so that both hands can work. Equal use of both hands usually increases output by about 40 percent over using one hand alone.

2. Keep both hands together for greater hand-eye coordination. The eyes cannot direct both hands if the hands reach out in opposite directions.

3. Fill the hands full before moving them to the container. On hand harvest jobs as much as 70 percent of the picking time is spent in moving the fruit or vegetables from the plant to the picking container. By getting the hands as full as possible, this transport time is reduced.

4. Keep picking container—wagon, basket, bag, or bucket—as near the hands as possible. By keeping the container conveniently located, transport time and extra steps can be reduced.

5. Use a picking container adapted to the job. A detachable handle for the hamper made tomato picking easier. And a potato picking belt which supports a bag dragged between the picker's legs has increased the output of potato pickers by as much as 30 percent over using conventional picking containers.

6. Approach any hand harvest job in an orderly fashion. On row crops, test whether one or two rows should be picked at a time. Work over a plant, such as tomato or cotton, from one side to the other, cleaning the plant or taking all of the ripe fruit as you go to prevent moving back over the same area. When picking fruit, pick top of tree first so that the picked fruit is carried down instead of up the ladder.

7. Simplify the task of removing the harvested crop from the field.

Where possible, arrange to have your container full when you reach the point which is nearest to the road to decrease the distance filled containers must be carried.

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The Minor Elements Play No Minor Role In Florida

Florida's soils, although quite varied in type, are considered deficient to a greater or lesser degree in one or more of the elements necessary for optimum growth in cultivated plants. While the requirements for nitrogen, phosphorus and potash have long been known and the need supplied in the regular fertilizer program, the use of the so-called minor, trace or secondary elements is a signal development of recent years.

The minor element deficiencies vary in kind and amount and their diagnosis has been anything but simple owing to the wide diversity of soils and crops and the variation in requirement for the several elements by the different plants. Recognition of the many deficiency symptoms and development of corrective practices constitutes an interesting and significant chapter in the State's agricultural research history and has resulted in the widespread adoption of a new conception of plant nutrition under field conditions. Until the past few years, our fertilizer recommendations included only N-P-K requirements. For many crops, these programs were subjects of wide experiment and diversity of opinion owing to the lack of stability and uniformity in results. Despite ample application rates there were unsatisfactory growth responses and with some crops and in some areas, a decline or partial failure in vigor and productive capacity. Widespread and varied abnormal growth conditions indicative of a lack of thrift, which were non-pathological and on the whole uncontrolled by N-P-K fertilization, were described as "physiological"—cause unknown! Various ratios, sources and application rates were both praised and condemned, there being no generally uniform or continuing wholly satisfactory response.

The vital role of the minor elements under field conditions was not suspected and it was not until their need and values were determined that the limitations of N-P-K fertilizer were demonstrated. It is not that N-P-K requirements are reduced by the use of the other

HAROLD MOWRY

Director, Florida Agricultural Experiment Station in Farm for Victory

elements; but rather that the efficiency of the major fertilizer elements is enhanced in ratio to the reduction of limiting factors induced by minor element deficiencies. Normal utilization by the plant of nitrogen, phosphorus and potash appears to be dependent in no small measure upon the satisfaction of the associated requirement for other nutrient materials. While the interrelationship of the functions of the several elements in plant nutrition is far from being completely understood, the increased yields, vigor of growth and disappearance of "deficiency symptoms" have established the essentiality and practical values of many elements in the fertilizer program which only a few years ago were given no consideration.

It is not to be taken that all plants on all soils require supplementary fertilization with all minor elements. Many of the cultivated plants under most conditions may show no measurable response to any of them; some may respond to one or more but only on given soils; while others require from one to several on a wide range of soils.

Deficiency symptoms and application rates and methods have been determined for one or more of the six elements—copper, zinc, manganese, magnesium, boron and iron—on citrus, tung, corn, pecans, peaches, avocados, mangoes, celery, beans, tomatoes, potatoes, pasture plants and numerous ornamentals, with the list increasing. Few crops would be grown on the organic soils of the Everglades without copper, and the tung tree is a failure in many areas without zinc. Heavy annual celery losses due to "crack-stem" were entirely overcome with boron, while carpet grass sod with a single application of a combination of copper, zinc and manganese was established in a few months where ordinarily two years would be required. Citrus nutrition practices have undergone a pronounced trans-

formation and now include zinc, copper, manganese and magnesium and occasionally boron and iron. This program has been adopted generally and has resulted in markedly greater production and improvement in tree appearance and growth as well as increased resistance to cold damage and improvement in fruit quality. On a wide variety of fruit and nut trees, vegetables and ornamentals, minor element deficiencies are the direct cause of "physiological diseases" which were marked by a baffling lack of thrift and chlorotic or malformed foliage and, with some, low or alternate bearing.

Appreciation of the values of the minor elements and of research on their use may be gauged by the magnitude of application. During the 12-month period ending June 30, 1944, Florida consumed for agricultural purposes some 19 million pounds of copper sulfate, nearly 23 million pounds of manganese sulfate, some 3 1/3 million pounds of zinc sulfate, and large quantities of magnesium, the last in the forms of sulfate of potash-magnesia, magnesium oxide, and dolomitic limestone. When the small application rate requirements per acre are considered, these poundages give some idea of the extent of the treated acreage involved. Last season, Florida produced over 260,000 carloads of quality fruits and vegetables. While by no means wholly responsible, the minor elements played no minor role in that accomplishment.

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Few Citrus Shipments Reported During June . . .

While the 1944-45 citrus shipping season was practically closed by the end of May, there were still a few shipments going forward during June, but the movement was negligible. Total shipments for the month, as reported by the statistical department of the state citrus inspection bureau, amounted to only 166,851 boxes, including all orange, grapefruit and tangerine shipments. This was in contrast to 1,841,450 boxes in May.

The breakdown included 9,879 boxes of grapefruit, 156,393 boxes of oranges and 579 boxes of tangerines. Only three counties, Hillsborough, Orange and Polk, reported tangerine movements, 405 of the total of 579 coming from Polk. Color added oranges amounted to 8,333 boxes.

Rail movements accounted for 6,801 boxes of grapefruit, 113,535 boxes of oranges and 242 boxes of tangerines, while trucks moved 3,078 boxes of grapefruit, 42,858 boxes of oranges and 337 boxes of tangerines. There were no "bulk" shipments during the month.

Polk county, traditionally first in citrus shipments, dropped to fifth place during June. Orange county led with 48,084 boxes, of which 987 were grapefruit, 46,964 oranges, and 133 tangerines; St. Lucie was second with 29,196 boxes; Broward stood third, with 24,161; Dade fourth, 16,921; and Polk fifth, with 16,136. Nearly all (or 7,053 boxes) of the color added oranges came from Polk county.

The breakdown from the fourteen counties reporting shipments follows (first figure, grapefruit; second, oranges; third, tangerines; fourth, total boxes:)

Broward: 68, 24,093, 0, 24,161; Dade: 756, 16,165, 0, 16,921; Duval: 5, 410, 0, 415; Highlands: 22, 1,622, 0, 1,644; Hillsborough: 123, 337, 41, 506; Indian River: 87, 1,556, 0, 1,643; Lake: 136, 226, 0, 364; Orange: 987, 46,984, 133, 48,084; Palm Beach: 2,222, 52, 0, 2,274; Pasco: 140, 15,046, 0, 15,186; Pinellas: 2,428, 7,305, 0, 10,733; Polk: 2,898, 12,833, 305, 16,136; St. Lucie: 0, 29,196, 0, 29,196; Volusia: 0, 86, 0, 86.

The statistical department also issued the container analysis for June, showing the use of 166,851 equivalent-standard-boxes-by-containers, of which 131,792, or 89 percent, were 1:3/5 bushel wire-bound crates. There were 29,526 of the 1:3/5 bushel standard nailed boxes. The other classifications included: 4/5 bushel mesh bags, 4,357; one bushel baskets, 557; 4/5 standard nailed boxes, 351; 4/5 bushel wirebound crates, 283; eight-pound mesh bags, 85.

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When the need of minor elements* is indicated for crop improvement, use

NACO 5 STAR Brands or, these secondary plant foods can be added in specific quantities to special mixtures to meet your particular requirements.

* Zinc, Iron, Manganese,
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NACO FERTILIZER COMPANY JACKSONVILLE 1 ... FLORIDA

Preliminary Summary Florida Citrus Crop Season Of 1944-1945

Florida comes through again with a very successful fruit and vegetable season after a discouraging start with a hurricane last October. Many millions of boxes of citrus were destroyed, many trees damaged and many seed beds and fields of newly planted vegetables were ruined.

While our total volume produced this season, figured in carload equivalents, was only 238,000 for both fruit and vegetables, as compared with 261,197 carloads in the 1943-44 season, still we got around \$287,560,469, as compared to \$294,633,098 for the 1943-44 crop. This volume, of course, includes rail and truck shipments, volume canned or otherwise processed, as well as local consumption within Florida. The value is the estimated f.o.b. Florida packed value of rail and truck shipments together with the price delivered paid by canners and an estimated value placed on the estimated local consumption.

All figures and estimated values will be checked and double checked during the summer but we have enough data on hand to say that we think the figures herein give a fairly good picture of the 1944-45 fruit and vegetable season.

Citrus

Average auction prices to May 26 were \$4.46 for all oranges, and \$4.23 for grapefruit, and \$4.83 for tangerines, which is equivalent to approximately \$3.54 and \$3.35 and \$3.80, f.o.b. respectively. For 1943-1944 season an average f.o.b. return was estimated at \$3.10 for oranges, \$2.47 for grapefruit, and \$3.70 for tangerines, and these include returns from private sales as well as auction sales.

If we conclude that the total rail and truck carloads of citrus had a gross f.o.b. value of \$1,700, as compared to an average f.o.b. value of \$1,470 in 1943-44, we can estimate that 72,683 rail and truck carloads will be worth \$123,561,100, as compared to 92,614 carloads worth \$136,183,033 in the 1943-44 season.

If we conclude that 14,250,000 boxes of oranges were canned at \$2.70 per box at canning plants, for a total of \$38,475,000, and 15,150,00 boxes of grapefruit at \$1.95 per box, for a total of \$29,-

FRANK H. SCRUGGS
Market News Specialist Florida
State Marketing Bureau

(EDITOR'S NOTE—The following excerpts are taken from the preliminary report of Frank H. Scruggs, Market News Specialist of the Florida State Marketing Bureau, and while they may be subject to later revision they are probably as nearly accurate as it is possible to secure at this time. The report and summary will be of interest and value to every citrus grower in the state.)

542,500, we have a combined total of \$68,017,500, as compared to a similar total in 1943-40 of \$53,523,794.

If we compare the total of \$191,578,600 for rail, trucked out, and canned citrus this year with the comparative total of \$189,706,827 for the 1943-44 season we see that the present season will exceed that of 1943-44 by \$1,871,773, excluding local State consumption.

We have not estimated the volume or value of the local Florida consumption, but the total gross value should not be any lower than the \$9,981,869 estimated for last year for 10,337 carloads.

Transportation

Freight and truck shipments of all fruits and vegetables should be around 138,821 carloads, as compared to 154,716 carloads for the 1943-44 season.

Citrus, with an estimated 72,683 carloads, will be considerably below last season's 92,455 carloads. Both oranges and grapefruit out-of-state shipments were less, but tangerines were around 300 carloads more than last season. Mixed citrus, rail and truck carloads, were 2,746 carloads less than the 1943-44 season.

A total of 9,000 carloads of fruit other than citrus is estimated for this season as compared to 7,070 in the 1943-44 season. Truck shipment of citrus will be 4,873 as compared to 7,027 carloads last year, vegetables 10,963 as compared to 11,538, and for all fruits and vegetables 16,872 carloads as compared to 19,480 for the 1943-44 season.

Canning

Many readers will be surprised to know that the volume of citrus canned will not be so far short of the record volume of 31,341,811 boxes composed of 10,912,501 boxes of oranges and 20,429,310 boxes of grapefruit in the 1943-44 season. This summary is being written June 15 and the canning season is not entirely over, but there are prospects of at least 14,250,000 boxes of oranges and 15,150,000 boxes of grapefruit, for a total of 29,400,000 boxes for the 1944-45 season.

The average price paid by canners for oranges this season is estimated at \$2.70 as compared to \$2.02, and grapefruit at \$1.95 as compared to \$1.53 for the 1943-44 season.

FRUIT, VEGETABLES CANNED

Thousands of jars of peaches, peas, butterbeans, okra, tomatoes, and other vegetables were canned by Taylor County homemakers last month. Mrs. Ruth McKeown Elkins reported recently. Neighbors of one home-maker who was ill and unable to can the maturing tomatoes and other vegetables in her fine garden got together and canned the produce for her.

NP - 90

NP-Ready-Mix

**Volck
Oil Sprays**

JACKSON GRAIN CO.
TAMPA, FLORIDA

UNIQUE METHOD OF HEATING GROVES WITH WOOD-BURNING HEATERS

(Continued from page 11)

similar sheltered thermometers should be placed at intervals throughout the grove, spaced one to every five acres, to show the effect of firing operations. It is recommended that thermometers be tested by the Weather Bureau field personnel at the beginning of each season. Due to variable conditions such as the type and age of the fruit, condition of the trees, present and recent moisture conditions, and the rate of fall in temperature, it is not practicable to set a definite critical firing temperature for all conditions. It is not a good policy however, to let the temperature of the air fall below 26 degrees for any appreciable time.

Further details will be furnished interested parties upon request.

CONSERVING TIME AND EFFORT ON FARM

(Continued from page 7)

Any work can be simplified in the interest of conserving time and energy. People will always find easier and quicker ways of doing work.

The farmer who realizes that we are now doing jobs awkwardly and that there must be a better, easier way is the farmer who will get ahead. The man who says "It can't be done" is licked before he starts. Let us not be like the processional caterpillar.

Processional caterpillars feed upon pine needles. They move through the trees in a long procession, one leading and others following—each with his eyes half-closed and his head snugly fitted against the rear extremity of his predecessor.

Jan-Henri Fabe, the great French naturalist, after patiently experimenting with a group of these caterpillars, finally enticed them to the rim of a large flower-pot where he succeeded in getting the first one connected up with the last one, thus forming a complete circle which started moving around in a procession which had neither beginning nor end.

The naturalist expected that after a while they would catch on to the joke—get tired of their useless march and start off in some new direction. But not so.

Through sheer force of habit, the living creeping circle kept moving around the rim of the pot—around and around, keeping the same relentless pace for seven days and seven nights—and would doubtless have continued longer had it not been for sheer exhaustion and ultimate starvation.

Incidentally, an ample supply of food was close at hand, and plainly visible, but it was outside the range of the circle, so they continued along the beaten path.

They were following instinct . . . habit . . . custom . . . tradition . . . precedent . . . past experience . . . "standard practice" . . . or whatever you may choose to call it, but they were following it blindly.

They mistook activity for accomplishment. They meant well, but they got no place.

No, let us not be like such creatures. We have and are making pro-

gress in simplifying our work and we are profiting from it. The field is wide open for continued progress and advancement, as it always will be.

FLORIDA CITRUS GROWERS HOPE FOR INSURANCE PLAN

(Continued from page 3)

that sufficient factual data are available.

FCIC insurance policies offer protection against practically all natural crop risks. For wheat, cotton, and flax, the three crops insurable on a Nation-wide basis, coverage is offered up to 75 percent of the average yield for the farm. Under trial programs, FCIC may offer coverage either on that basis or on the basis of investment in the crop at the time of loss.

Like this--



*Reg. U.S. Pat. Off.

The New 90% Oil Spray Emulsions

*Volck 90**
*N-P 90**

Improvement in production follows improvement in sprays and spray applications. The result attained by using these advanced ORTHO Oil Sprays, shows that we have taken another step nearer the top.

Volck 90 — is the improved version of Florida Volck, which has done such good work in the citrus orchards for years.

N-P 90 — is the companion spray to the Widely used N-P Ready-Mix Oil Spray.

Whitefly, mealybug, scale-controlled—an aid in sooty mold removal

NACO FERTILIZER CO. JACKSON GRAIN CO. HECTOR SUPPLY CO.
Jacksonville, Fla. Tampa, Fla. Miami, Fla.

CALIFORNIA SPRAY-CHEMICAL CORPORATION, ORLANDO, FLORIDA

The Outlook For Citrus By-Products

The heavy increase in Florida citrus production with 125,000,000 boxes annually within the next five years seen as a strong probability, will put a heavy load on canners and by-products processors and call for revisions in merchandising and promotional methods.

This prediction was made by Carl P. Fish, general sales manager for the Florida Citrus Canners Cooperative with constantly expanding facilities for the canning of all types of citrus juices, oranges and grapefruit sections and mixed salads, and the processing of concentrated juices.

"Our merchandising problem of the fruit is going to involve more than merely putting the product on the grocer's shelves. We will have to back up that produce with stable quality, and then push it with an educational campaign that will include forceful and highly competitive advertising," Mr. Fish said.

"We are going to have lots of competition in marketing Florida citrus juices and other forms of processed fruits. First, plentiful supplies of the fresh product will undoubtedly go to market. Then there will be many other fruits, fresh and processed, which will be bidding for a fair share of the consumer's patronage.

"The War has done much to call the public's attention to the value of citrus fruits. The government's nutritional campaigns have featured oranges, grapefruit and tangerines. Our fighting forces have been fed millions of gallons of canned citrus juices, and our allies, principally the British, always Vitamin C conscious, have taken millions of gallons of concentrated orange juices and marmelade bases."

Pointing out that the end of the war will bring the inevitable end to large government purchases, the co-op sales director said that an outlet for these huge supplies, added to those coming out of the heavily increased production in the state, must be found "and at a price that will return to the grower a fair return for his raw fruit."

"Smart merchandising", giving the public what it wants, in the

form it demands, and at a competitively fair price, is the solution as Mr. Fish sees it "from where I sit today."

"We have learned a lot about processing of citrus fruits during the war, many labor-saving and time-saving methods have been worked out and all this will be passed on to the consumer in the post-war era," he added.

"Florida Citrus Canners Cooperative backed up by its exclusive use of 'Donald Duck' and other Walt Disney fanciful character trade marks, is in the midst of planning for the post-war development of the use of citrus products," Fish declared.

"With a well-equipped research laboratory and a staff headed by Dr. Larry Heid, a leader in his field, we have been doing our own research work and several new products are being studied—products which will increase the use of raw fruit and give us new outlets without heavy competition with our standard lines of single-strength juice, concentrates and canned salads and sections.

"But we have been studying merchandising methods, too. We believe we know what the consumer wants in the way of canned citrus production and what byproducts we can make that will appeal to the ultimate buyer."

The post-war development of new merchandising methods, Mr. Fish believes, will be dependent to a

large degree on what sort of co-operation can be obtained from not only retail grocers, but from large users such as hotels, hospitals, restaurants, soda fountains, bars and other such establishments. "New citrus products, along with new ideas in merchandising, must be tailored not only for the individual consumer, but for large bulk users who have been shown many ways of saving time and labor in the dispensing of citrus products," he added, "and the customer likes citrus juices—all of which means a better acceptance of our products."

Mr. Fish, who heads the co-op's general sales staff with headquarters in Tampa, said that indications pointed to an early start of the 1945-46 canning season, possibly about Oct. 1, several weeks earlier than usual.

"Early reports indicate that the quality of the 1945-46 crop will probably be the best, generally speaking, in many years," he concluded.

NEW CLUB OFFICERS

Officers of the recently organized Highlands home demonstration club include Mrs. I. L. Keen, president, Mrs. Walter Pearce, vice-president, Mrs. John D. Pollock, secretary, and Mrs. J. B. Shuman, reporter. Miss Lois Godbey home agent, assisted in organization of the club.

— Buy War Bonds and Stamps —

GROVE HEATERS Available Now

NOW is the time to order Grove Heaters for protection from freeze and frost next Fall.

Complete Line of HY-LO Heaters

Round and Square in Limited Quantities

ORDERS PLACED NOW will benefit by direct car shipments from the Toledo, Ohio factory. Thus local freight and grading charges will be eliminated. Let us combine your orders with others to make up carload shipments.

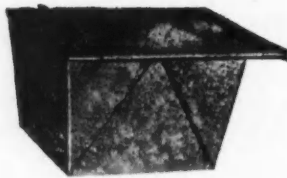
For complete information, wire or write

SCHEU Products Company, Ltd.

UPLAND, CALIFORNIA

Florida Representatives

The GULF FERTILIZER COMPANY Tampa, Florida



9-gal. Smudge Pot with heavily embossed free sliding cover specially designed to burn in the wind. For citrus and deciduous.

Growers Administrative And Shippers Advisory Committees Named

Members and alternates of the Growers Administrative and Shippers Advisory Committees were named last week by the U. S. Department of Agriculture to serve under the Florida citrus marketing agreement program during the year beginning August 1, 1945, and ending July 31, 1946, it was reported here by Minard F. Miller, Field Representative USDA.

Membership of the committees is about the same as for the previous year except for two new members and three alternates on the Growers Administrative Committee and two new alternate members on the Shippers Advisory Committee. W. L. Story of Winter Garden and L. H. Kramer, Lake Wales, are new members on the Growers Administrative Committee. R. H. Prine, Terra Ceia, T. C. Hawthorne, Ocoee, and Harry L. Askew, Lakeland, are the new alternates named. The new alternates on the Shippers Advisory Committee are John T. Lesley, Haines City, and Arthur T. Edwards, Lakeland. Mr. Prine has served previously as alternate on the Growers Administrative Committee, Mr. Hawthorne and Mr. Askew having served as members for the last several years.

The Shippers Advisory Committee makes recommendations, when it is deemed advisable, for limiting the movement of certain grades and sizes of citrus to interstate commerce, and passes them on to the Growers Administrative Committee. The recommendation of the Shippers Advisory Committee, together with its own recommendation for limiting interstate shipments, is transmitted by the Growers Administrative Committee to the Secretary of Agriculture. The committee also serves as the official administrative body under the marketing agreement program.

The committees, their members and alternates, include the following:

Growers Administrative Committee
District 1: R. M. Clewis, Jr., Tampa, member; R. H. Prine, Bradenton, alternate; District 2: J. N. Mowery, Eustis, member; O. M. Simpson, Mount Dora, alternate. District 3: G. M. Morthland, Weirsdale, member; F. W. Cawthon, Weirsdale, alternate. District 4: W. L. Story, Winter Garden, member;

T. C. Hawthorne, Ocoee, alternate. District 5: A. W. Young, Vero Beach, member; James A. Martell, Vero Beach, alternate. District 6: C. H. Walker, Avon Park, member; Jeff Flake, Wauchula, alternate. District 7: L. H. Kramer, Lake Wales, and Fred T. Henderson, Winter Haven, members; Harry L. Askew, Lakeland, and Tom Swann, Winter Haven, alternates.

Shippers Advisory Committee

Members — W. C. Pederson, Waverly; J. M. Morrow, Auburndale; Fred S. Johnson, Tampa; John R. Bynum, Titusville; John M. Campbell, Leesburg; W. A. Stanford, Lake Alfred; Gaynor Wiggins, Orlando; Albert Connelly, Orlando.

Alternates — John T. Lesley, Haines City; A. V. Sauerman, Clearwater; John B. Rust, Winter Haven; Frank E. Sullivan, Jr., Cocoa; Gerald J. Egan, Clermont; Arthur T. Edwards, Lakeland; S. C. Battaglia, Orlando; C. V. Griffin, Howey-in-the-Hills.

Citrus By-Products Plants Undergo Great Expansion

Citrus by-products plants in Florida are undergoing great expansion. In addition to plants recently completed or nearing completion in Polk, Pasco and other counties, many new plants or additions to old plants have been announced. Latest among these are the Consolidated Citrus Products Company of Tampa and the Peace River Canning Company at Wauchula.

Consolidated Citrus Products Company, a new Tampa corporation, is being organized by Apte Brothers Canning Company, Stockely Foods, Inc., and the Polk Company. A plant to cost a quarter million dollars is to be erected at once, in time to begin operations by the first of October. The concern will manufacture a dry cattle food and also citrus molasses to be used in the preparation of livestock feed. D. J. Apte, of Apte Brothers, is president; Harry McCartney, of Stockely Foods, is vice-

(Continued on page 18)

QUALITY Depends on Summer Soil-Balance



...and summer soil-balance
depends on d/p DOLOMITE!

● Proper soil-balance counts heavily during summer months when crops are maturing—when quality is determined.

Be sure your soil has the proper acid-alkali balance—with an annual application of d/p DOLOMITE. It neutralizes the soil acid...sweetens the soil...releases acid-locked neutral plant foods already present in the earth...and supplies an abundance of the calcium and magnesium that are vital to tree health.

Quality counts...quality means greater profits. Make sure of both—with d/p DOLOMITE!



Medfly Loss Bill Again Before The Congress

Congressman J. Hardin Peterson of Florida has reintroduced in congress a bill to reimburse Florida citrus and vegetable growers for losses sustained in the eradication campaign against the Mediterranean fruit fly in 1929-30. The bill has the backing of the entire Florida delegation in congress, while Senator Ellender of Louisiana, who headed a committee of investigation in 1940, has promised to introduce a similar bill in the senate.

While the legislation does not specify the funds to be allocated, approximately 7,500 claims for damage have been made for amounts totaling more than \$10,000,000.

The damage occurred in 1929-30 when an infestation of the pest started in Florida and threatened to sweep the nation. The fly, highly destructive of fruits and vegetables, ordinarily confines its depredations to countries adjoining the Mediterranean.

The government, under the supervision of the late Wilmon Newell, halted its spread through use of poison and by the destruction of thousands of Florida citrus trees and hundreds of thousands of boxes of fruits and vegetables.

A joint congressional committee, headed by Senator Ellender, made a lengthy study of the situation in 1940 and recommended the compensation. Later, both the house and senate claims committees approved it, but opponents blocked passage.

Those opposed contended that the payments would "run into billions of dollars" and argued that the government was not responsible for the damage since it was necessary to halt the spread of the infestation.

"Reintroduction of the legislation follows a series of conferences with those concerned," Peterson said, "and it was done at this time because there is considerable sentiment for the action. We want to get started as soon as possible."

He added that the group would press for passage of the legislation after the summer session.

Under Peterson's measure the following formula of payments would prevail:

Oranges, \$1.10 a box; grapefruit, limes, lemons and kumquarts, \$1 a box; peaches \$1.45 a bushel; avocados, \$2.12 a bushel; persimmons, \$5 a bushel; grapes, \$2.10 a bushel, guavas and other non-citrus fruits, \$1 a bushel; cowpeas, \$5.50 an acre, or where gathered, \$1.25 a bushel; beans, \$1.44 a bushel; peppers, 92 cents a bushel; tomatoes, \$3.18 a bushel; and miscellaneous other products at the average net price in Florida for the period.

In addition, each citrus fruit grower would be entitled to recover the cost of picking and burying citrus drops and splits at not to exceed \$5 to \$7.50 an acre, depending on the locality. Also, where citrus fruits were required to be processed before marketing, damages allowed would be 40 cents a box for oranges and tangerines and 15 cents a box for grapefruit.

BONDS AND STAMPS
BUY UNITED STATES WAR

New Canning Plants For Lake County

At least three new citrus canning plants are in prospect for Lake county citrus growers who, up until a few seasons ago were dependent on processing plants in Polk and other distant counties, it was learned recently.

Lake County Cannery, an organization of Eustis men, is now constructing a processing plant to cost about \$100,000, located at Ft. Mason near Eustis and it should be in operation by the opening of the 1945-46 season.

John Campbell of Leesburg, head of Growers Marketing Service, is one of the principals in the new firm of Campbell and Prosser Co., which is seeking permission from the Leesburg city commission to construct a \$200,000 plant which would have a capacity of 1,000,000 boxes of canned citrus each season. An auxiliary citrus pulp feed mill, to handle the peel from the cannery, is also contemplated.

A group of growers and shippers in the Clermont area are also contemplating a canning plant.

(Continued on page 15)

You Can Always BE SURE

Of getting the finest fertilizer that money can buy, just when you want it when you order

FLORIDA FAVORITE FERTILIZER

That's why with each passing year the number of growers who use this splendid product grow in numbers and our tonnage output increases proportionately!

Florida  Favorite
FERTILIZER COMPANY

Old Tampa Road

Lakeland, Florida

New President Heads Waverly Growers Cooperative

John D. Clark, one of the prime movers in the organization of Waverly Growers Co-Operative and since its inception active in its operation, for the past decade as president of the Association, has resigned that post to devote his entire energies to his grove and cattle interests.

W. C. Pedersen, known throughout the Florida citrus industry as "Bill", for the past 24 years general manager of the state's largest operation of its kind, Waverly Growers Cooperative, has replaced Clark as president of the organization.

Pedersen first went to Waverly about 27 years ago as assistant house foreman, succeeding to the general managership three years later. He is the son of W. L. Pedersen, president emeritus of the cooperative, who was one of its organizers, incorporating cooperative principles which he studied in his native Denmark.

In announcing his retirement, not only as president of Waverly but as head of several other organizations, including Florida Citrus Producers Trade Association and the Polk County Taxpayers Association, Mr. Clark said he was motivated by a desire to "rest up a bit and then spend my time growing good fruit and cattle." He is an extensive grove and ranch owner.

Several organizational changes resulted from Mr. Pedersen's elevation to head the big cooperative, among them the naming of V. H. "Dutch" Howard as secretary and treasurer. A new general manager will be appointed by the board of directors at an early date, Pedersen said.

Mr. Clark saw the growth of Waverly from a handle of about 500,000 boxes in 1935 to a normal flow of 1,750,000 boxes a season, most of the increase due to the growth of trees and improved cultural practices. The membership of the cooperative which takes care of all phases of cultural practices, care of groves, picking, packing, shipping and merchandising, operating independently, has remained about the same in the last decade.

NEW CANNING PLANTS FOR LAKE COUNTY

(Continued from page 14)

Florida had about 50 canning plants operating last season, a few of them for the first time, handling over 40 percent of the orange production and around 70 to 75 percent of the grapefruit tonnage. Most of the pack went to government agencies and considerable of it was concentrated. If Lake county gets all of its proposed new can-

neries, these and existing facilities will be able to handle about 50 percent of the county's annual production.

SIX MONTHS CANNING

Manatee County home-makers canned 56,601 containers of vegetables, fruits, and meats at the county's four canning centers during the first six months of this year, according to Miss Margaret Cobb, home agent.

"FOR EVERYTHING THAT GROWS ON EARTH"

HIGH GRADE TEXAS CALCINED MAGNESITE

Manufactured By J. J. CATES, Llano, Texas

Home Office, Cates Building, Sanford, Fla.

A fertilizer material rich in Magnesium for grove, nursery, and farm requirements. Contains an average of 80% Magnesium as Magnesium Oxide — IMMEDIATELY active and available for improving soil pH Value, correcting Magnesium Deficiency, and building up a Magnesium reserve in the soil.

Your Fertilizer Manufacturer Will Supply

TEXAS CALCINED MAGNESITE

in your favorite fertilizer brands at from 2 to 4 units for maintenance depending upon conditions, or will recommend DIRECT APPLICATION for correction of severe Magnesium Deficiency at a rate per acre to suit your particular condition.

"BRONZING" — (Magnesium Deficiency)

of CITRUS TREES and the various symptoms of Magnesium Deficiency in VEGETABLES indicate serious losses in production which you cannot afford to take. The use of TEXAS CALCINED MAGNESITE will pay big dividends in healthy trees and plant condition, increased volume of production, and improved quality of fruits and vegetables.

TEXAS CALCINED MAGNESITE

... Sold By ...

Lyons Fertilizer Company, Tampa, Florida
Florida Favorite Fertilizer Company, Lakeland, Florida
Haines City Fertilizer Company, Haines City, Florida
Polk County Fertilizer Company, Haines City, Florida
Maxcy Fertilizers, Inc., Frostproof, Florida
Wheeler Fertilizer Company, Oviedo, Florida
Chase & Company, Sanford, Florida
Citrus Culture Corporation, Mount Dora, Florida
Plymouth Fertilizer Works, Plymouth, Florida
Parrish Fertilizer & Manufacturing Co., Deland, Fla.
Alvin H. Hinson, Plant City, Fla.

The LYONIZER

Department

COMPILED BY THE LYONS FERTILIZER CO.

Reports Of Our Field Men . . .

POLK COUNTY

J. M. (Jim) Sample

This area is getting plenty of rain and lakes and swamps are nearly back to their normal water supply. A good deal of bloom is still coming out and the amount of new growth is generally satisfactory. While melanose attacked most of the new growth on grapefruit the growth on oranges is comparatively clean. It is still too early to determine to just what extent the June and July bloom will set but it is safe to say that in this section we can expect a substantial setting of this late bloom. Most groves have been sprayed with oil by now. Rust mites are very active and some fruit will probably be russeted due to the upset in the spray schedule caused by the drought. Also with daily rains at this time most growers are having a hard time in getting over their acreage with proper control methods.

WEST CENTRAL FLORIDA

E. A. (Mac) McCartney

There are very few growers in this territory that have the same ideas as to how much of the late June and July bloom will actually set. Many believe that we will have a fairly good crop while others are of the opinion that the crop of late bloom will be light and with a light crop probably very poor quality. I can report though that we had an awful heavy bloom and even though we set only a small portion of the total bloom, it will greatly increase the total boxes that will be moved from this section. Growers have had their spray programs changed so many times by adverse weather conditions that they are now in a quandary as to just what they should do next. Rust mite are active and in some instances we are finding heavy infestations of scale insects. We are getting plenty of rain and groves have made a remarkable response during the past month.

NORTH CENTRAL FLORIDA

V. E. (Val) Bourland

All through this section we have had a large acreage of new groves planted and since the rains started these groves have certainly been growing. Also I have never seen old groves respond so quickly to water and the summer application of fertilizer. Taking every thing into consideration I am sure that groves throughout this section are in as fine condition as in any former year. There is considerable activity throughout this territory being shown by fruit buyers. They are making attractive offers for both oranges and grapefruit and in some cases crops have been sold. These sales are being made in bulk and also some on-the-tree sales. Cover crops are now growing off in excellent condition and the cover crop choppers will start in late July. We have our insects and diseases pretty well under control.

SOUTHWEST FLORIDA

F. W. (Felton) Scott

Vegetable growers throughout this section are clearing new land and making plans for the fall vegetable crop. A considerable acreage of new land is being cleared in the Ruskin area and it now appears that we will have a normal acreage for the fall planting season. Also there will be quite a diversity of crops. Seedbeds are getting under way. We had quite a bit of June and July bloom throughout this section and from all indications at this time we will have a fairly good late bloom crop. The pickers are certainly going to have a hard time this year in this section as we have fruit on the trees from January bloom on up to a July bloom. Growers are busy with oil sprays but this work has been hampered by daily rains, and now we have in some instances infestations of both scale and rustmite.

HILLSBOROUGH & PINELLAS COUNTIES

C. S. (Charlie) Little

Since the rains started we have had an abundance of new growth on most trees in this territory but in some sections where the trees were most severely damaged there is plenty of dead wood in evidence and most growers are making an effort to have their trees pruned during the summer months. Our late bloom—June and July—has been plentiful and of course some of this is bound to set on the trees. We have inspected numerous groves where the bloom has turned into small fruit and is now green and growing. I am sure that a great deal of this fruit will stay on the tree. There has been very little activity shown by the on-the-tree buyers in this section so far this season but I understand that they are getting active in other territories so we are expecting to see some offers made here at an early date. Rust mite are very active and in many instances it is necessary to dust with sulphur to keep these mites under control until the property can be sprayed.

LYONS FERTILIZER COMPANY FIELD MEN

ARE

ALWAYS GLAD TO
BE OF SERVICE TO
YOU.

THE WORLD'S *Safest* INVESTMENT
WAR BONDS



8-Acre Valencia Grove

Produces More Than \$14,000 Crop

Pictured above is a scene from the eight-acre Valencia block belonging to Joe Knight Elfers, Florida, who is seen in the foreground of the picture with his grove superintendent Ernest Stephens.

This plot the past season picked a total of 5,072 boxes of fine Valencias bringing a net return to the owner of more than \$14,000.

Mr. Knight owns a large acreage of grove property and his production record on all his groves has always been outstanding, but the returns from the plot pictured above tops the state, so far as we can learn, for the 1944-45 season.

Mr. Knight is one of numerous growers who has used Lyons Fertilizers from the day our company was first started and he states that the results obtained more than justify his judgement in the matter of fertilizer and that he is firmly convinced that Lyons Fertilizers do produce Maximum Crops of Finest Quality.

R. K. Cooper, manager of the Elfers Citrus Growers Association, handled the fruit from this grove and states that he considers this production a "great performance."

Florida Vegetable Growers Seek Federal Assurance

LaMont Graw, manager of the Florida Vegetable Committee, and a delegation of other FVC officials left for Washington last week to learn if Florida growers will receive governmental assurance of adequate supplies of labor, transportation and materials in connection with the federal request for increased production next season.

The Florida men will spend a week or ten days in the national capital exploring the ramifications of the entire vegetable picture as it affects the Florida grower, including the situation with regard to foreign competition, Graw said.

"The U. S. government has asked for increased production in practically every commodity in an effort to relieve the shortage in canned goods," Graw stated. "Florida growers are ready to comply, but they realize steps must be taken to make certain their products can reach the market after they have been produced.

"Unexpected embargoes last season were an indication of the serious damage which could result in in the event an even heavier production faced a transportation crisis."

CITRUS BY-PRODUCTS PLANTS UNDERGO GREAT EXPANSION

(Continued from page 13)
president; and Ralph Polk, Jr., of

Growers-Shippers League Of Florida Show Great Activity

At the Twenty-Second Annual Meeting of the Growers and Shippers League of Florida, held in Orlando on June 13, Secretary-Manager John A. O'Rourke submitted his annual report of the activities of the League.

After paying deserved tribute to the support given him by the officers, directors and members of the League, Mr. O'Rourke proceeded-

Polk Company, is secretary-treasurer. John M. Kuder will be general manager and will have charge of the construction of the plant.

The Peace River Canning Company at Wauchula has let a contract for a \$100,000 addition to its plant. This plant also will manufacture a sweet stock food and also black strap molasses which will be sold in bulk to large dealers and cattlemen who desire to do their own mixing.

The new plant will be in operation before the first of the year. and will give employment to from 25 to 35 additional men and women. The plant will have a capacity of several tons daily.

H. L. Miller, president of the company, states that besides the output of their own canning plant, pulp will be purchased from nearby canning plants for use in the manufacture of molasses and stock feed.

ed to give an outline of work during the past year, covering the more important points of accomplishment.

Transportation rates, rerouting, icing and similar matters occupied by far the greater part of the time of the secretary-manager in his work for Florida growers and shippers. The report showed that much important work along these lines had been accomplished.

Classified Advertisements

FOR SALE— ONE 20-H.P. Farquhar Locomotive Type Boiler in good condition. Garland C. Norris, P. O. Box 692, Lakeland, Florida.

FOR SALE — 35,000 ft. 8-5/8" OD 21.31 L. W. Line Pipe in 40-ft. Lengths P. E. Beveled, used but in excellent condition.

UTILITY & INDUSTRIAL SUPPLY COMPANY
921 East Michigan Ave. Jackson, Mich.

WILL BUD CITRUS on contract, sour or lemon stock. John Grieshop Nursery. San Antonio, Florida.

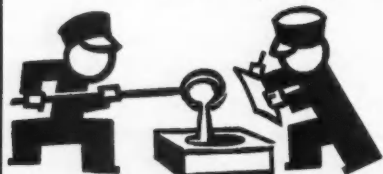
Will pay \$5.00 for a used Citrus BUDDING KNIFE in fair condition. Can also use badly worn budding knives if still serviceable for \$2.50. Will buy a number of "Rogue" citrus seedlings from nurserymen, 10 cents per seedling. Must be vigorous variant plants. Donald J. Nicholson, 1224 Palmer St., Orlando, Fla.

CITRUS TREES—Best quality usual varieties on sour orange or rough lemon stock. Robt. P. Thornton, c/o Clay Hill Nurseries Co., Box 2880, Tampa, Florida.

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